



## Virginia Green Partner Profile:



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# Virginia Linen Service, Inc.

## Petersburg, Virginia

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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

**Virginia Green Partners** are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

### Virginia Linen Service, Inc.

#### CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
  - Send out emails or mailers to their membership about Virginia Green.
  - Include a Virginia Green feature in their newsletter or other publication.
  - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
  - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.
  - Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile
- ☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:
  - Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs
  - Use silverware instead of plastic utensils
  - Use non-bleached napkins or maintain a supply of cloth napkins
  - Serve water in pitchers and glassware instead of bottles; serve bulk sodas, etc.
- ☒ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:
  - Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, fluorescent lamps, electronic equipment
  - Track overall waste bills
  - Use electronic correspondence and forms
  - Purchase durable equipment and furniture
  - Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
  - Use bulk soap dispensers in restrooms

☒ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Track overall water usage and wastewater
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Use microfiber technology mops

☒ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills
- Use:
  - high efficiency fluorescent ballasts and lamps (T5s and T8s)
  - ceiling fans
- Have high efficiency heating & air conditioning (HVAC) systems
- Use natural lighting
- Have thermal-rated windows and insulation
- Have an "energy management system" in place to track all meter energy usage
- Perform preventative maintenance on HVAC system
- Have installed additional insulation
- Use light sensors to turn on/off lights
- Use fuel efficient vehicles or hybrid vehicles
- Build and operate the most modern, automated plants in the industry
- Use energy efficient steam generating systems
- Use heat reclaimers to recapture the energy from used process water, which is filtered before discharging back to our municipalities
- Use microprocessors to control all wash formulas for both energy and detergent efficiency
- Soap & starched cooked on site and use only earth-friendly and natural chemicals
- Presort and separate linens to ensure proper load size and less drying time
- Reduce excess usage and unnecessary laundering by continually monitoring customer's needs
- Computerized routing delivery system ensures reduced miles and delivery costs

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For more information on **Virginia Linen Service, Inc.**, see [www.VirginiaLinen.com](http://www.VirginiaLinen.com) or contact **David Struminger** or [marketing@yourlinenservice.com](mailto:marketing@yourlinenservice.com) or **804-732-1147**.

For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



**Virginia Green** is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

